



## L'AMY AMERICA LAUNCHES NEW TPE SUN SERIES BY CHAMPION

Norwalk, CT – February 8, 2018. L'AmY America, part of International Luxury Group, today launches three new sunglass models in one of America's top-volume, titan athletic brands, Champion. The new sun series is constructed of a highly flexible and ultra -durable TPE material (Thermoplastic Poly Elastomer.)

“Champion, one of the top 4 volume sport brands in North America, are the inventors of athletic wear staples such as the reverse-weave sweatshirt, (patent #2.613.360) and the sport bra. They've been outfitting the world with performance apparel both on and off the field for nearly a century” said Worldwide Business Unit Manager Connie Reiss. “With similar design spirit we are utilizing more performance materials in the 2018 Champion sun lineup. TPE is tangibly softer, lighter-wearing and more flexible than Grilamid or your basic polycarbonate. TPE also offers a scratch resistant surface” said Reiss.

The Champion TPE series is the second release of 4 new launches planned in the first half of 2018. Each new launch segment will provide performance features and benefits combining vintage and modern sport design aesthetics. “Champion is the authentic, American, athletic original” said Reiss. The Champion eyewear collection reinforces the brand's market position, by answering the needs of millennials and boomers alike with athleisure originals inspired by consumer demand for comfort with sport appeal.

The Champion TPE series consists of 3 models, in 3 colors each such as matte graphite, darkest navy and metallic grappa. All models feature Champion's own C-Tech, multi-layered polarized lenses, some with colorful flash mirror surfaces. The series wholesale pricepoint is \$39.95.

### **About Champion**

Founded in Rochester, NY in 1919, Champion has inspired and outfitted athletes and active people everywhere for generations. From USA Olympic teams to everyday athletes, on and off the field, in and out of the gym. Champion's guiding principles are: A love of sport, a spirit of innovations, and uncompromised quality, with ultimate passion to help men and women reach for their full potential and find the Champion inside. Based in Winston-Salem, NC, Champion is a subsidiary of Hanes Brands, Inc (NYSE: HBI) for more information, please visit [www.hanes/champion.com](http://www.hanes/champion.com)

### **About ILG-L'AmY America:**

L'AMY America is wholly- owned by ILG (International Luxury Group)—one of the world's leading fashion accessories companies possessing a portfolio of internationally renowned licensed brands. The group develops eyewear for brands such as ANN TAYLOR, BALMAIN, CERRUTTI 1881, CHAMPION, GLAMOUR EDITOR'S PICK, KENZO, NEW BALANCE, NICOLE MILLER, SPERRY and its own TLG. ILG-L'AMY Group brings together eyewear, watches, leather goods and jewelry under one international accessories company.

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SKU: CU605401 Matte Black

59-15-145

Also available: C02 Graphite, C03 Navy

Pictured above in C01 Matte Black



SKU: CU606001 Matte Black

59-15-140

Also available: C02 Grappa, C02 Graphite



SKU:CU605302 Metallic Grappa

57-17-145

Also available: C01 matte black, C02 Navy